108 TIPS FROM 36 LinkedIn® SALES STARS

SCOTT INGRAM

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INTRODUCTION

There's no better forum for sales professionals to build their personal brand, learn more about their customers and prospective buyers, and connect with them directly than LinkedIn. This professional networking site represents so much opportunity and potential for sales and business professionals. In my view, there's no other place to accomplish these goals quite as effectively as you can on LinkedIn.

I've personally been a huge fan of LinkedIn for over a decade, and recently saw the opportunity to double down on my involvement in the platform for a whole host of reasons.

I'm a tactile learner and, as such, I've learned a lot by doing. I've had some solid success, but if you've followed my work in building the Sales Success community through the **Sales Success Stories podcast**, the **Sales Success Summit** and **Sales Success Stories books**, then you know that I'm also a big believer in learning directly from those who are actually doing it the best and achieving the most.

Why not apply that same approach to success on LinkedIn? What could we learn from those in the sales community on LinkedIn who are driving the most engagement and experiencing the best results?

MEASURING LINKEDIN SUCCESS

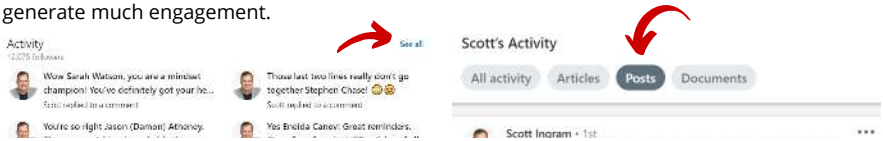
How do we determine who's utilizing LinkedIn the right way to yield the best results? That's the question I asked myself as I began this process. What actually matters? In my estimate, connections and followers are somewhat irrelevant. This was especially evident as I looked at individuals who had tens and even hundreds of thousands of followers, yet rarely generated any engagement on their posts at all.

To me, engagement is what matters the most. I think it's the best external sign that you're doing something that's working. If other people are liking your content and commenting on your thoughts, then you are inciting meaningful conversations among an engaged audience. That, in my view, is a solid indicator that you're doing something right.

To determine how I would bring together this series – which includes a **webinar**, **this PDF**, and a more complete **eBook** – we curated a simple model that would allow for the quick and easy evaluation of engagement that could be performed with publicly available data.

Here's the model that we used to evaluate the engagement rate of the participants in this project, and one that you can use to measure your own levels of engagement and measure your progress over time.

Start by simply adding up the total number of likes and comments on your last 10 posts on LinkedIn. To do this go to your profile page, or anyone else's profile page, and click "see all activity" in the Articles & activity section. On the resulting page, click the "posts" button. Don't include anything posted in the last couple of hours and skip any shared posts as these rarely generate much engagement.



Add up all of those likes and comments on the last 10 posts and divide that total by the total number of followers, which is conveniently displayed on the same page. Convert that to a percentage and voilà, you've got your engagement rate.

The bar for contributors to these resources was anyone with 2500 or more followers and an engagement rate of 5% or above. You'll see those numbers in the stats box associated with each contributor.

Of course, there are many more in the sales space who would have qualified to contribute to this project. My initial goal was 20-25 people and, as you can see from the end-result, we far surpassed that goal as nearly everyone I asked to contribute said "yes!"

That said I want to help you continue to find, follow and learn from the best of the best. Therefore, I've committed to maintaining a list of the top 50-100 and will update it at least quarterly over the next 12 months or longer. If you, or someone that you follow and admire meets the criteria:

- Actively works in or provides a product or service to the sales space
- Has at least 2500 followers
- And an engagement score of at least 5% using the aforementioned model

Then feel free to drop a link to your/their LinkedIn profile in the comments section on **https://top1.fm/LinkedInSalesStars**
That's where we'll include the top 50-100 as measured by their engagement rate.
That's also where you'll find this PDF, a link to the webinar, the ebook and more.
Check it out, and, of course, we'd love it if you'd post about those resources and about your biggest takeaways on LinkedIn!

Scott Ingram

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Kyle Coleman

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GENUINELY ENGAGING WITH OTHER PEOPLE'S CONTENT

Not just throwing people a "like" here and there, but reading, thinking, and thoughtfully responding to their content is key. This is how you learn, how you get a sense for the type of content that resonates, and how you build a network.

SPEAK FROM EXPERIENCE

Prove your expertise by having strong opinions on things you're well-versed in. But keep an open mind to change or evolve your opinion when you get input & feedback from others. You need to post with conviction, and in my opinion, it's far easier to do this if you have expertise on the topic.

FORMAT REALLY MATTERS

Your content needs to be easy to read & digest, and be a bit provocative. It's okay to say things that people already know, but you have to bring a unique perspective that gives a new way of thinking. And if you do that with enormous blocks of text, no one's going to read it.

FOLLOWERS: **4,795** *
AVERAGE LIKES + COMMENTS: **230**
ENGAGEMENT RATE: **47.9%**

*As measured on 3/21/2020

Logan Lyles

We Produce Podcasts for B2B Brands | Co-Host of B2B Growth on Apple Podcasts

Connect with Logan on LinkedIn: linkedin.com/in/loganlyles/

STOP SIMPLY SHARING 3RD-PARTY CONTENT

If you're just sharing third-party links in your feed, you're limiting your reach based on LinkedIn algorithm.
More importantly, people are looking for great content they can learn from right in their feed.

MIX IT UP & STAY CONSISTENT

Once you get into a rhythm of sharing your own original content: Mix. It. Up.
I saw my content reach explode when I started sharing long-form text only posts.
But if that's all you're ever doing, you'll start to blend in.
Try video (captions are definitely your friend here & apps like Headliner can help).
Don't always stick to the same format for text posts:

- Do a list post
- Drop a short question
- Tell a story

If you're going to stay consistent AND mix it up you've got to keep a full backlog of content to share.
Keep your Notes or Voice Memo app handy (put them on the home screen on your phone).
Capture the start of an idea when it hits you.

LEVERAGE ENGAGEMENT GROUPS

If you're not familiar with this idea it's as simple as setting up a group text on your phone.
Once you have the group message set up, have everyone drop the link to their posts in the thread whenever post.
This will make it easy for a close group of 5 - 25 people to leave earlylikes & comments, which LinkedIn's algorithm loves.
Take it a step further: build relationships with prospects.
Reach out to 4 or 5 potential customers who are actively sharing content on LinkedIn.
You'll see 3 big benefits:

1. You help them get more reach on LinkedIn
2. You're the connector between prospects & their peers (another win!)
3. You build relationships with potential customers

Pro Tip: Leave thoughtful comments like the examples here.

FOLLOWERS: **6,365** *
AVERAGE LIKES + COMMENTS: **300**
ENGAGEMENT RATE: **46.6%**

*As measured on 3/21/2020

Sarah Brazier

Get Smart | Get Revenue Intelligence | SDR @ Gong

Connect with Sarah on LinkedIn: linkedin.com/in/sjbrazier/

MAKE LIKE NIKE AND #JUSTDOIT

Just post. It's really going to be okay. If you're afraid you'll sound like an idiot, don't worry. LinkedIn's algorithm won't optimize for it. And, anyway, I don't think you're an idiot. I think you're really smart. And I think what you have to say is important. So, post it. So I can read it. And comment.

BUT HOW DOES IT SOUND?

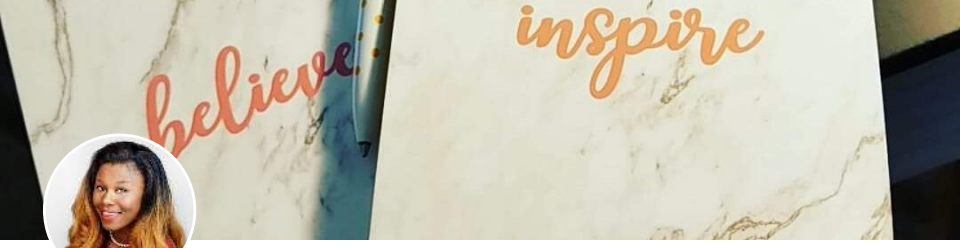
Write for the ear. I.e. whatever you write, read it out loud, correct the parts that sound funky, read aloud again, and then hit post. You'll be glad you did.

KEEP IT SHORT. KEEP IT SIMPLE.

Less is more. You don't need a ton of words to communicate a big thought. Be brief, be brilliant, be gone.

FOLLOWERS: **11,930** *
AVERAGE LIKES + COMMENTS: **520**
ENGAGEMENT RATE: **43.3%**

*As measured on 3/21/2020



Nikki Ivey

Stop Chasing Leads. Start Attracting Leaders.

Connect with Nikki on LinkedIn: linkedin.com/in/nikki-ivey/

DON'T WAIT FOR A TITLE

Your experience is valuable Right Now! Whether you're seasoned or newly minted, someone can learn something from your success and your failure. Understanding how to catalog and reflect on your experience will always be valuable and getting good at teaching it to others will give you a leg up as a leader.

EVERYTHING IS CONTENT

Document. Document. Document. Video, audio, images and copy on your day to day activities, thoughts and events will become the bingeable assets your audience can engage with on demand.

MAKE FRIENDS. NO, REALLY.

Community is the corner of any good brand. There is no set it and forget it approach that's effective in building a brand. Find out what conversations are being had in your space and show up, listen closely and really connect with and help people 1 to 1.

FOLLOWERS: **6,889** *
AVERAGE LIKES + COMMENTS: **300**
ENGAGEMENT RATE: **42.9%**

*As measured on 3/21/2020

Meagan Suckling

Director, Global Sales Development

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CREATE, DON'T WAIT!

Don't be brilliant, but anonymous. It doesn't matter whether you're a recent graduate or at the peak of your career - curate content, and author original content that will create value for your audience. It could be news, industry insights, videos, pictures, or even just thoughts! Position yourself as top of mind in your industry. That way, when people need what you do, they know where to find you.

HAVE AN OPINION

Find a reason to speak. Some of my most popular LinkedIn posts are the ones where I share an opinion and then conclude the post with the question, "agree or disagree?" People love to debate! So give them something to challenge you on and keep the conversation going. When you're writing these posts, the more concise you can be, the better. Quick, easy to digest content, that will spark discussion and get people commenting really drives engagement.

BE YOU

This is the one thing I'm doing that makes the biggest difference in my LinkedIn approach. The more I let people into my life, the more engaged they are with what I'm posting. Root your content in your core values and competence - that's how you build a personal brand. Your personal brand is an outward manifestation of everything you've got going on inside. How you walk, how you talk, and how you interact with people. This includes your interactions on LinkedIn! So be authentic and find moments to share that are professional, but vulnerable at the same time. That way, when people need what you sell, they know the type of person they are interacting with before they learn the value of your product.

FOLLOWERS: **4,044** *
AVERAGE LIKES + COMMENTS: **160**
ENGAGEMENT RATE: **38.6%**

*As measured on 3/21/2020

Josh Roth

I lead sales teams in SaaS and Tech to hit and exceed quotas
Sales Leader | MBA | We're Hiring!

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ILLUMINATION QUESTIONS

Ask, as Josh Braun says, illumination questions not meeting questions. An illumination question is speaking about a specific problem the prospect may not be aware of. A meeting question is "what are your top goals for 2020?" As opposed to asking someone who's the CRO "What kind of sales goals do you have for 2020?" perhaps a different approach illuminating a potential problem. For example, "Hey John, have you seen that organic B2B lead generation has become 3x more expensive on LinkedIn while CTR rates have stayed the same?". Offering some new information that would affect their business while allowing them an easy option to apply (most likely they would forward that onto their marketing/ demand gen team).

ENGAGE PRIOR TO PITCHING

Ensure that you're understanding who your prospect is. The more you engage, the more you will be able to organically understand the ongoings of this person's everyday work successes and challenges. For example, if I wanted to work with a specific company, I would work to engage with the decision maker on LinkedIn. What are they posting? Resharing? Commenting on? Be vigilant, and add value when commenting. As opposed to saying, "I agree" specifically add something you've identified within the topic they have posted, commented/ shared.

PLAN & BE HELPFUL

Once you identify and tag a prospect/ lead. Be tactical and plan. Maybe you comment on a few posts, research an article similar to a post or article they've written. Maybe build out a small chart on some industry statistics that may help their business unit. Take your time to build the relationship as opposed to a connect and pitch. If you identify an account within your ICP, be strategic about how to get into that account as opposed to connecting & soliciting. One of my favorites is building out simple visualization charts. For example, a decision maker we were targeting was posting a number of charts. So we subscribed to Chartr. We then built a chart for our prospect about their specific industry and would send that through e-mail, and then if no response, LinkedIn.

FOLLOWERS: **3,929** *
AVERAGE LIKES + COMMENTS: **140**
ENGAGEMENT RATE: **36.1%**

*As measured on 3/21/2020

aircall

The phone system for modern business

Collin Cadmus

VP Sales at Aircall

Connect with Collin on LinkedIn: linkedin.com/in/collincadmus/

DON'T IMITATE

Over the past year salespeople have been encouraged and challenged to start posting on LinkedIn, for good reason. But the results have often been underwhelming. Mostly because people have looked at what other people have done successfully and tried to imitate it. You've probably noticed those folks, and it's not working so well for them. Why? Because it's not original and it's obvious. Unfortunately producing viral content isn't as easy as following a playbook. It's more like writing the playbook. LinkedIn is not Instagram where everyone can follow the same model and be successful. We're not showing off skin here, we're writing content, it has to be original in style to grab real attention. To stand out you need to look at what everyone else is doing and figure out how to not do that. Don't do it the other way around.

GIVE NO F**KS

When you try too hard, everyone can tell. When you're too filtered, everyone can tell. The stuff that really takes off is the stuff that you're really thinking. The stuff most people are too scared to say, but everyone is also thinking. If you go down this road, you can probably find an audience as long as you know how to compose it in a way that you don't just look like an a**hole. But be prepared for consequences. There's a reason most people don't say what they're thinking, it's because it often has repercussions.

TAKE NO FEEDBACK

Everyone has an opinion. People will tell you "that post was distasteful", "I wouldn't have posted that", "that post offended me". Guess what, if the post had engagement, their opinions don't matter. You'll probably get 1 bad piece of feedback for every thousand positive engagements. It comes with the territory and if you start allowing their opinions to filter your work then you'll end up violating rule #2. That said, when someone tells you "that post was awesome, give us more of that"... then get cranking.

My closing words will be that while creating engaging content on LinkedIn is extremely powerful and there's a huge opportunity to capture organic reach today, it's not for everyone. You can successfully use LinkedIn as a sales tool without becoming an influencer and building a massive following, but that doesn't mean you shouldn't try... it just means you shouldn't beat yourself up if it doesn't work. If you want to make it happen, commit to it for 6 months. Start with 3 months of text posts. If that doesn't work switch to 3 months of video. If that doesn't work it may be time to throw in the towel and stick to engaging in other people's content. There's a ton of value in being a "super engager" Can I coin that term?

FOLLOWERS: **36,834** *
AVERAGE LIKES + COMMENTS: **1,130**
ENGAGEMENT RATE: **30.7%**

*As measured on 3/21/2020

Sophia Jackson

Account Executive at Docebo

Connect with Sophia on LinkedIn: linkedin.com/in/sophiajackson/

AUTHENTICITY > ALGORITHMS

So many people obsess over the day, time & tags they use when posting. Sure, some days may be better than others (Sunday evenings & Wednesday mornings) & we all know the value of a few tags or hashtags, but what drives engagement most is quality posts.
Think about depositing knowledge, inspiration & value to your audience every time you post. If that means you post once a week, that's fine. Don't post daily just to post and clutter your audiences feed with a paraphrased post of something we all see each week.
In the name of authenticity, use simple language. No jargon, no Shakespeare. Get straight to the point and use words that people will understand, not ones that only Oxford grads use.

PEOPLE JUDGE A POST BY ITS COVER

And when I say it's cover, I mean it's headline.
The way you kick-off your post is crucial to its success. It's what will entice and engage your audience to click, read and share your content. Without an engaging headline, most people will scroll right by your thought out post, never clicking "see more", liking or commenting, which leads LinkedIn to believe it's a lower quality post and won't push it out to more audiences.
If you're struggling with where to start for a headline, here's a few lines to get you started:
"How to do X the right way" "Unlock X"
"To my X leaders out there"
"The reason why..."
"Tired of X happening?"
The beauty of these headlines isn't just that they'll entice your audience to read more, but they'll also drive the audience to engage. Once your audience begins commenting, you've started a discussion and your reach extends tremendously. Pro Tip: Don't be the person who doesn't comment back to your audience! Your job isn't done once you press post - it's only just begun.

BREAK-UP YOUR THOUGHTS

Everyone on LinkedIn is fighting for attention, so you have ~15 seconds to get your audience to give you theirs. If you want an easy way to entice your audience, start breaking up your posts into small, digestible sections. This small step when posting on LinkedIn leads to massive improvement in engagement, which is why you see most thought leaders doing it. Seeing a sentence by sentence thought process is far more approachable than reading through a thick paragraph of content. Even if your paragraphs are beautifully written, most people will associate your post as a longer time investment and scroll right by. Don't let them miss out just because your structure is scary!

FOLLOWERS: **2,502** *
AVERAGE LIKES + COMMENTS: **70**
ENGAGEMENT RATE: **29.9%**

*As measured on 3/21/2020

Ryan Christopher

Chief Sales Officer | Board Member | Sales Coach | Growth Accelerator | Mentor | I build high performing sales teams

Connect with Ryan on LinkedIn: linkedin.com/in/ryanchristopher33/

IT'S NOT ABOUT YOU, IT'S ABOUT THEM

No one wants to be pitched your product or service as soon as you connect with them, so don't do it right away. First, be intentional about your engagement and inquire about the needs of others. Second, you just have to do it – put fear and doubt aside and make yourself vulnerable to connect and post. Lastly, don't measure likes or comments. You will find yourself doubting your intentions or the value you can bring. Instead, measure your own consistent activity.

BUILD CONSISTENT AND ENGAGING CONTENT

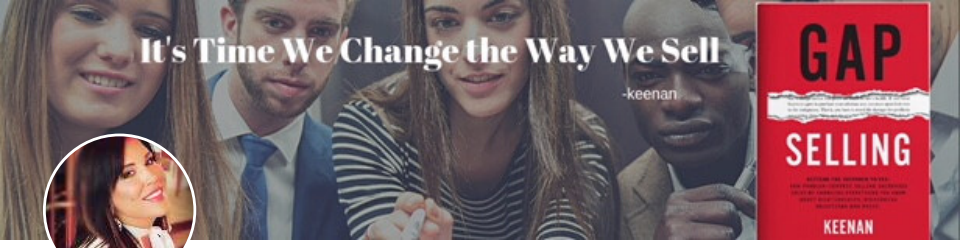
You need to post daily, but no more than 2 or 3 times per day. The key is to be engaged with those who you are connected to. Do this by providing meaningful content that will add value to those you connect with. Don't comment or post for the sake of it. Be fully intentional. You have to remember, you are building your own personal brand and people will remember you, only if you stay in front of them. The same principles apply for marketing. Each post and comment is an impression for your personal brand, so build your brand.

BE YOU!

We all have convictions and passions. Stay true to who you are by speaking what's impacting you or what's on your heart. I have found these posts are the ones that have the highest level of engagement. The common thread to these posts is staying true to who I am. I talk about what is impacting my business or something I learned, with real & raw thoughts. I even share my own opinion, no mater how it may be viewed. So, don't sugar coat anything and be real. Then ask for people's opinions. You don't have to have or provide the answer. This gives everyone a platform to be heard. Connect with everyone as you never know who you will impact. In fact, I would never have had changed the direction of someone's life from around the world if I didn't connect with everyone and share a message that spoke to their heart. One message changed the direction of someone's life. True story.

FOLLOWERS: **8,854** *
AVERAGE LIKES + COMMENTS: **260**
ENGAGEMENT RATE: **29.6%**

*As measured on 3/21/2020



Rachel Mae

A Sales Gal I Selling Sales Trainer I Empathetic Leader Transformation Specialist I California Girl

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GETTING STARTED — KNOW YOUR AUDIENCE AND KNOW HOW YOU CAN HELP THEM

If you are just getting started it's important to create a clear content strategy. Many people waste time sharing content that does very little to to drive leads or create a following. To get a return on your time and content investment you first need a strategy.

Know your audience

If your goal is to drive more leads to your business and position yourself as an expert in your space, make a list of Ideal Customer Personas you target. Be sure to include Decision Makers, Champions and End Users. Aim for at least 85% of your content to be thought provoking and useful for these people.

Know what problems they have that you know how to solve

You probably work with people within your ICP all the time. Make a list of the problems they share with you. Start mapping out why those problems exist, define the most common root causes. Finally, describe the business impact of these problems. As much as possible, describe these things in their words as opposed to industry jargon or "corporate speak". The problems, root cause and business impact you identify are the framework of your content strategy.

Now teach them why they have these problems and how to fix them. If you teach them, they will come!

KICK IT UP A NOTCH — CHALLENGE THE STATUS QUO

By far, my posts with the highest engagement are those where I dared to ruffle a few feathers. No matter your space, you no doubt see clients doing things just because "we've always done it this way". Remember, no matter what you sell... you sell change. Grow your following by being the courageous soul who dares to say the things others think and do not say. Introduce a new way of thinking about the same old problems and watch your following grow. You can do this through your own posts and in the comments section on others' posts. Be Bold!

THE SECRET SAUCE — AUTHENTICITY BUILDS A FOLLOWING, VULNERABILITY BUILDS AN EMPIRE

When I first began sharing content on LinkedIn, I was my authentic self. But I was not my WHOLE self. I will still measured, professional and striving for perfection. Your peers online and offline are craving connection with other people who are brave enough to be vulnerable. Because when we are vulnerable, we invite others to be the same. When we are imperfect, we make others feel at peace with their own imperfections. When I stopped trying to be professional, perfect or even smart... everything changed. To truly connect with your audience in a profound way, show them who you really are. Show them how much you care. Be Brave!

FOLLOWERS: **3,851** *
AVERAGE LIKES + COMMENTS: **110**
ENGAGEMENT RATE: **29.4%**

*As measured on 3/21/2020

Amy Quick

Business Development Executive at IntelliMagic | The most seriously non-serious sales rep | Co-Founder of 5onFriday

Connect with Amy on LinkedIn: linkedin.com/in/AmyLQuick/

PLAY THE LONG GAME

Building a LinkedIn profile & personal brand that will help to grow your business & get you in front of decision makers takes time, thoughtfulness, & authenticity. The age old "people are more likely to buy from people they know" does play a role in the social media world we operate in. Just like brand loyalty, a person can build a personal brand that buyers are naturally drawn to keep tabs on & when you finally do ask them for their time & ultimately business there is already a sense that they know you. This goes a long way in building trust in the sales process.

IT'S OK TO BE FUNNY

"Stay in your lane" is something we all hear when it comes to social media. Facebook is the friendly/family networking medium. Twitter is for trending topics/news. Instagram is the home of social media influencers. LinkedIn is for buttoned up business professionals. WRONG. Business professionals that are worth their salt know how important humor & personality are in breaking down walls, building relationships, building curiosity, & making people smile. When people associate you with happiness that is a GOOD THING! There is a time & place for humor on LinkedIn. USE IT. Post serious topics with a tinge of sarcasm. Engage with witty banter. Use funny memes. Know when it's time to pull the humor back & be serious. LinkedIn operates in the gray area of social media. It's like a mullet. Business in the front, party in the back!

BE UNIQUE, LITERALLY

I see it all the time - post after post from different people saying the same thing with slightly different wording. I see posts about "being unique" daily. Great, that's my tip right? Why would I disagree with that? Wrong! Don't tell people to BE unique, just do it yourself. Do you have a random thought you'd like to throw out there? Do it! Are you stressed & want to share how you're feeling? Do it! Someone will relate. Do you want to drop some fun content with no rhyme or reason? Do it! Then sprinkle in some serious/business related content that is also unique. Don't jump on bandwagons. Just do you. Be you. The more genuine you are because you're not "trying" to be genuine, the better. The people I follow are different, funny, smart, witty, & their content is spicy, challenging, interesting, & I can't help but engage.

FOLLOWERS: **5,148** *
AVERAGE LIKES + COMMENTS: **140**
ENGAGEMENT RATE: **28.0%**

*As measured on 3/21/2020

Ryan Lallier

Real-time sales coaching for $29.99/month

Connect with Ryan on LinkedIn: linkedin.com/in/ryanlallier/

JOIN LI GROUPS

Try to pick at least 5-10 LinkedIn Groups that align with your interests, your industry and where your ideal buyer personas are lingering. Joining groups that align with your interest will provide you with a front line education for industry trends, key initiatives, and relative updates. Industry groups will expose you to what is popular within your industry which is great for generating relevant LinkedIn content. Lastly, I'm a huge fan of going to where your buyers are and just listening in on the conversations. No spamming or pitching. Just listening to your buyers and discovering what is top of mind for them will give you a huge advantage for gaining traction on LinkedIn. LinkedIn Groups provide the fuel for your content tank.

RESPOND TO EVERY INMAIL YOU GET - YOU'RE VERY LUCKY

Anytime I receive an InMail I consider myself very lucky. Think about this. Complete strangers sending me product pitches, introductions, connection requests and seeking professional advice. I accept nearly every connection request, respond to every product pitch and give advice to those who seek it. How many people on LinkedIn have on average 50 InMails per week in their LinkedIn inbox? Do people actually want to speak with me? If you really stop and think about it, it's mind-blowing and very humbling. It also means that people are identifying with my message and want to connect with me. Do your best to respond to every InMail. You never know who you might help or the value you might receive in return.

TRY TO HELP EVERY PERSON YOU CAN

As you gain traction on LinkedIn, it's inevitable that people will reach out to you and ask for help with nearly everything. It's very easy to dismiss these people. Unless you are the person you claim to actually be on LinkedIn. When a stranger reaches out to another stranger, especially to ask for help, it means this person has either exhausted all of their options or lacks the network needed to gain answers. I am very fortunate to have my network and if I can leverage this group to help someone who is 1500 miles away from me, then I will.

FOLLOWERS: **7,306** *
AVERAGE LIKES + COMMENTS: **200**
ENGAGEMENT RATE: **27.8%**

*As measured on 3/21/2020

Paul Salamanca

VP Global Accounts at SecurityScorecard
Startup Advisor | Keynote Speaker

Connect with Paul on LinkedIn: linkedin.com/in/hybridcloudsecurity/

MASTER OF ONE

Pick one topic. Not two or three, just one. Pick a topic you're really confident in writing about. Pick a topic you're passionate about. If this passion has something to do with sales or marketing, even better because LinkedIn's most engaged users are in sales and marketing. If not, that's ok too. There are people who are great at recruiting sharing tips about hiring or interviewing for jobs. There are people posting about marketing yourself online that do really well. There are people posting about their failures as much as their successes that people like to read.Whatever you decide to post about, it's important you stay consistent with your topic so you can start to build an audience. People will know what to expect if they start to follow your content. You don't want to talk about sales tactics one day, fishing tips the next day and then post a picture of your cat the day after that. By the way, posting content or pictures that should be on Facebook will get the LinkedIn trolls pretty angry. The most common response you'll hear is "This is a professional site. This belongs on Facebook."Which reminds me. Once your posts start gaining traction, you'll gain a lot of support from many people. I've made new friends from it. However, you'll also attract "haters" or"trolls" that completely miss the point your making just to throw shade at your post. I once heard, "you ain't poppin if you don't have haters", so consider trolls a sign of success I guess. As tempting as it will be to prove your point, it's best to ignore thehaters.

KEEP IT COMING

This is the hardest part that will get easier over time. Stay consistent with number of times you post. I recommend a few times a week or once a day if you can swing it. The more you post, the more people will get used to seeing your name and your content. Eventually they will start looking for your content to come out at that specific time. Don't worry about likes or comments. They will come over time. Some post will get more than others so don't feel bad when a few of your posts have little to no engagement especially when you're first starting out.

POST TO HELP OTHERS

Aim help at least one person every time you post something about your topic.When you start posting for "likes' or engagement is when your posts feel artificial. Post to help people. I post actionable sales tips that have been successful for me and others can use right away. There are some posts I think will be a hit that actually flop and others I feel like aren't my best work will go viral. It doesn't matter as long as you know you're putting out content you feel proud about.I like to post once a day in the morning and engage shortly after posting. I'll then check back in during lunch or during a down time. The key is to find pockets throughout the day to engage rather than having it consume your day.

FOLLOWERS: **18,554** *
AVERAGE LIKES + COMMENTS: **520**
ENGAGEMENT RATE: **27.8%**

*As measured on 3/21/2020

Courtney Johnson

Helping Individuals & Brands Generate Results through Digital Presence

Connect with Courtney on LinkedIn: linkedin.com/in/courtneylynnjohnson/

HELP YOUR AUDIENCE ACHIEVE THEIR GOALS

Create content that helps your audience achieve their goals. Some things to think about:
How can you help them save time? Make more money? Be successful? Feel better? Optimize process? Learn new things? Manage time? Get out of their comfort zone?
Before you create content like this, you need to know WHAT they want, THEN create educational content that will help them achieve their biggest dreams, and aspirational content that will help inspire and motivate them. This content provides people a path or roadmap filled with actionable steps for them to take to get to that desired goal. Through providing value, you'll have a much, much deeper connection with your audience and build a community along the way.

PROSPECT FOR EVENT MEETINGS ON LINKEDIN

If you're going to an event or conference and want to schedule meetings, search both the keyword and the hashtag "Event XYZ" and #EventXYZ, as well as any other relevant keywords people are using, like "EventXYZ2020."
You'll see a huge amount of posts where people are discussing the event or saying they will be there. Send a connection request and message to anyone who is talking about the event and boom - meetings set!

REST AND REVISIT

Lengthen the lifespan of posts using a little hack I like to call "rest and revisit." At a high level, you'll let some of the engagement rest, and space out your engagement over time to re-introduce your post back into the newsfeed. To understand how to do this, first you need to understand that Linkedin posts stay in newsfeeds just as long as it keeps getting engagement. The lifespan of a post depends entirely on this, but it could last a day, a week, a month, or more. Here's the exact formula to extend the lifespan of your post: Step 1: When someone comments on your post, always comment back. This is especially important in the first few hours of the post. This boosts engagement numbers and sparks conversation. The trick here is to comment back on the follower's comment, but don't "like" the follower's comment yet. Step 2: Hold off "liking" comments in the first day. Wait a few days, then go back and like OTHER people's comments. This will re-send them a notification and re-engage the post in the newsfeed. Often if they didn't reply, they will go back in and add an additional comment. Step 3: A week after the post, go back in and "like" YOUR response comments. This will send another notification AND re-intro your post into newsfeeds. You can play around with different timings on this to achieve maximum effect. If you haven't done this before, take a few hours to go back through your old posts and: Make sure you've replied to every comment. Make sure you've "liked" every comment left by someone else. Make sure you've "liked every comment left by you

FOLLOWERS: **8,385** *
AVERAGE LIKES + COMMENTS: **220**
ENGAGEMENT RATE: **26.5%**

*As measured on 3/21/2020

Dale Dupree

Leader of The Sales Rebellion • The Legendary Copier Warrior • Epic Sales Training • LinkedIn Real Faces of Sales 2019
Host of Selling Local Podcast • Sales Therapist • Click Follow!

Connect with Dale on LinkedIn: linkedin.com/in/copierwarrior/

YOUR PROFILE SUCKS, DO SOMETHING ABOUT IT

Do not overlook the basics of your profile. A relevant and unique photo of you that was taken in the current year, not 10 years ago. A great headline that ACTUALLY speaks to people and what they are interested in rather than what you might want to sell them. Complete your bio section to read like a story and not a rigid timeline of your accomplishments and all the other crap nobody cares about. Take advantage of this section to secure a human connection with the reader. Attach videos and links to showcase any of your creative feats or actionable advice that someone browsing will find helpful in their own walk. Use keywords that folks will be searching for within the platform and you will show up in more results over time.

THROW GASOLINE ON ENGAGEMENT

Not everyone is good at creating unique and authentic content on a consistent basis. So get into someone else's and attract your tribe that way. Trust me, you will have an opinion more times than not when you see someone else's post. Give your thoughts on the subject, stay positive, share your fire with others and start to attract not only the author of the post but their entire network, 1st/2nd/3rd+ degrees. Also, everyone that you add or that sends you a request, head to their content and try to find some good posts to engage in. If they don't create content, head to their activity and find a post they engaged with. This practice takes diligence and perserverance but it will build your LinkedIn network into a community of like minded friends who will support your business success.

LINKEDIN LIKE A SALES REBEL

I send an edited video intro with music and the works, a voice note, or a GIF to everyone I connect with that is in my target market. I post every single day on LinkedIn and I create the content the morning of or the night before, nothing in advance. I share what's on my heart in the moment. I have 10 influencer pages that I follow and am the first person (or one of the first) to comment as soon as they post, this attracts their following to your page. I post text heavy content to get the best reach within the algorithm. I use one unique hashtag, one popular hashtag, and one middle of the road hashtag and do not use more than three.

FOLLOWERS: **28,334** *
AVERAGE LIKES + COMMENTS: **730**
ENGAGEMENT RATE: **25.7%**

*As measured on 3/21/2020

Chris von Huene

Fueling Digital Transformations ♦ Banishing Your IT Nightmares
Challenge Seeker ♦ Lifelong Student ♦ Sales Rebel

Connect with Chris on LinkedIn: linkedin.com/in/cvonhuene/

FOR THOSE JUST STARTING OUT

Play the long game by having no expectations for 6 months as you post 3-5 times a week and engage daily with others' content. LinkedIn is a platform founded upon engagement, meaning the more you "give" the more you'll "get." Think of it like making deposits in a bank, you always want to have money in the bank before you make a withdrawal. LinkedIn is no different.

GETTING SERIOUS ABOUT LINKEDIN?

Hire a branding coach to refine your voice and message as you create your logo and personal brand. This becomes increasingly important as you get onto podcasts, LinkedIn Live sessions, and even writing tips like these. People want to know who you are, what you stand for, who your target audience is, and how they can help. Make it easy for them with a clear brand. I highly recommend you hire a person or company to assist with thinking through and creating your personal branding materials.

GOING ALL-IN ON LINKEDIN

Bring your entire self to LinkedIn. People are craving to connect with one another more than ever because of technology. The more real you are, the more people will connect and engage with you. Your community wants to know your story, so tell it to them. Let them know about your personal values, your struggles, and what you want to accomplish on the platform. The deeper you go with sharing who you are the more your community will give back. It is scary at first and not many people do this currently, that means there is a massive opportunity to be different and go all-in.

FINDING YOUR VOICE

You probably think that you don't have anything worth posting. I'm here to say that's not true. Initially, I thought the same thing when I was a Sales Development Rep, though people love to hear stories. Your community wants to know what challenges you're facing, your successes, and even your failures. What you'll realize is that we are all going through the same things. Maybe at different levels and times but the core of our lives tends to follow the same hero's journey. Start sharing your story, you'll be amazed at where it takes you.

FOLLOWERS: **4,264** *
AVERAGE LIKES + COMMENTS: **100**
ENGAGEMENT RATE: **24.2%**

*As measured on 3/21/2020

Marcus Chan

I've sold Speedos to 7-Figure Contracts: I teach the #1 skill in the world to get anything you want in life!

Connect with Marcus on LinkedIn: linkedin.com/in/marcuschanmba/

MAKE YOUR PROFILE "DELICIOUS"

As you start to engage with others' content while also posting content, the first thing the majority will do is check out your profile! From that point they will decide if they want to keep engaging with you (aka turn into a lead, connection, friend, etc.) Therefore, it is vital that your profile is designed to be "delicious" for your target market! Meaning, does your profile contain things that your target market would find of value?
Take time to update your profile to include components that would provide value or show that you are an expert. Some areas include: the About section, job history (AKA results/expertise), recommendations, etc. Your goal when they see your profile is to think, "WOW, I MUST be connected to this person!" Be delicious.

SOLVE PROBLEMS THROUGH STORY IN YOUR POSTS

Posting consistently is clearly a big factor. What's even MORE important is posting to solve problems AKA a form of VALUE. If you are clear with who your target market is, it should be clear what their pain points are.
Each post should be crafted in this format:

1. Hook - the first line that catches the attention.
2. Story and Solve - the story, the problem, and what's the advice/tip
3. Call To Action - what should they do next

People are attracted to stories that are well-crafted so utilize the power of story to teach and be of value to your target market.

SLIDE INTO THE DM...WITH VIDEO

Whether you are actively adding prospects or they are adding you, NEVER pitch them to start. After they accept or you accept, send an immediate personalized video via the LinkedIn app thanking them and telling them your goal is to be of value to them. This is NOT a pitch or an opportunity to try to sell them anything.
Then immediately after, send over some short text summarizing your video and include something of VALUE to them for FREE. This could be a webinar, video training, article, etc. that SOLVES some sort of problem/hot button for them. The goal is simply to open/start a conversation with them that potentially could shift offline into a sales opportunity.
You can also do an audio message instead but video stands out way more. I personally have doubled my conversions and engagement when using video vs. audio messages.

FOLLOWERS: **8,701** *
AVERAGE LIKES + COMMENTS: **170**
ENGAGEMENT RATE: **19.8%**

*As measured on 3/21/2020

Cory Rich

Co-Founder | Startup Sales | The Next Evolution of Leadership | ❤

Connect with Cory on LinkedIn: linkedin.com/in/coryrich/

POSTING

In my opinion, if you want to get started on LI there is one very important thing you need to do... GET STARTED! The perfect time is NOW. It's ok if you do not know exactly what you want to accomplish, or what you are hoping to gain from LI. If you have desires to get started, then do it and do it now. Focus your content on what you know best. What is your profession? Why do you love it or do you? How can you help others that are facing similar challenges as you? If you could tell the LI world anything, what would it be? Your posts do not need to be perfect, they just need to be YOU.

ENGAGING

Very similar to posting, just get started! When you get started, try to avoid posting short, basic things like "This is great" or "I agree". Stretch yourself to bring value to the post. I've seen people build their personal brands strictly by engaging and never posting. How? Because their engagement is highly focused, in-depth and meaningful. People will start to recognize what you have to say when you engage with meaningful thoughts, advice and experience.

CONSISTENCY

Once you start to get your feet under you and you are feeling comfortable with posting and engaging, now it's time to focus on consistency. Consistency matters in when you post (time of day), how often you post (focus on at least 3-5 times per week), responding to comments on your posts, consistency in focus (finding your LI 'niche' so to speak), consistency in engaging with other peoples posts. I find it best to set aside two different times each day: 1. Making a post, 2. Responding to comments on my own posts and engaging in other posts. I generally try to make a post in the earlier hours of the day and then do my responding and engaging later in the night. Regardless of how you break it down, consistency is key to move the needle and start building your brand. Do not get caught up in the 'quick success' that many are trying on LI. Like anything else, you will only see sustainable success on LI as you are consistent and play the long game. Be patient, stay at it, and it will come.

I bring to LI exactly what I focus on in life, which is five key characteristics: integrity, empathy, authenticity, passion and grit. What you see from me on LI is exactly who I am in my everyday life. I truly believe that people who actively read and engage in my content would not find me any different if they were to meet me in person. This has been my 'secret sauce'. What you see is what you get. I focus on what is important to me, what I am passionate about and what I have experience with. I do not profess to be something or someone I am not. This realness is what has helped me to achieve any sort of success (as small as it may be) on LI.

FOLLOWERS: **6,763** *
AVERAGE LIKES + COMMENTS: **120**
ENGAGEMENT RATE: **18.6%**

*As measured on 3/21/2020

Justin Welsh

Turn insight into action.

hello@theofficialjustin.com
www.theofficialjustin.com

I teach proven growth playbooks to early-stage founders and emerging leaders.

Book a call at: www.theofficialjustin.com

Justin Welsh

I coach SMB SaaS founders to accelerate recurring revenue toward $50M

Connect with Justin on LinkedIn: linkedin.com/in/justinwelsh/

CURATE

Worry less about the number of connections and followers you have and instead, focus on curating the best network of people you can be connected with. LinkedIn is basically like being at a networking event. If your goal is to meet other sales leaders to form a strong network, then focus on interacting with, and adding them. If getting in front of more potential customers is your goal, then add decisions makers from your prospect base. Stay focused. It will pay off.

PERSONALITY

When you start creating content on LinkedIn or interacting with other people's content, they want to see the real YOU. Who are you? That should come across in each post and each interaction, and it should be consistent. To get started, I like to write down three traits that define my personality, such as empathetic, thoughtful and inspiring. Each time I create content, I ask myself: Does this content match up with my personality traits? If it doesn't, I don't post it.

TELL STORIES

Most of my content is posted in the form of a story. Not a story with a character per se, but instead, a short, pithy observation meant to make a major impact. People want to feel inspired. People want to be motivated. People don't want boring facts and figures that they can read about in any blog post they read. Learning to tell great stories by investing in copywriting books is what has helped me gain the most traction.

FOLLOWERS: **32,685** *
AVERAGE LIKES + COMMENTS: **570**
ENGAGEMENT RATE: **17.3%**

*As measured on 3/21/2020

Tyler Menke

"Start Small, Dream Big!"

Connect with Tyler on LinkedIn: linkedin.com/in/tyler-menke-pirate-sales/

IT'S NOT ME, BUT YOU

If you're just getting started on LinkedIn then you must understand, "it's not me, but you." LinkedIn has the strictest algorithm of all the social media platforms. Take one look through Facebook or Instagram and you'll notice that the majority of posts are about the content "sharer", not the content "receiver". LinkedIn on the other hand rewards content aimed at increasing the knowledge, benefit, or interest of the end user. Knowing this is half the battle. Ask yourself these three questions before you post.
Will others feel compelled to comment or respond to what I'm about to post?
Does the content fit the interest of my core target audience or niche following?
Is this original, relevant, and of value to those that will come across it? If the answer is "yes" to all three then by all means, post away!
If you think the answer might be "no" to any of these questions, then bounce the content off a few honest people in your network to see what they think. You're building a brand here, either personally or professionally, so don't risk hurting it for the sake of volume. Quality over quantity when you're starting out.

GENERATE BUZZ

Once you have a good core following its time to move the needle. LinkedIn rewards those that patiently plot along and persevere with a gift of exponential growth. Ever notice how some people always have multiple likes, comments, and shares on content just as good as those with goose eggs? This is not the LinkedIn gods picking favorites, but instead it's the algorithm recognizing buzz. The faster something gets engagement the more people they will show it to. Generally speaking, the first hour is most important. Tag some folks that you've formed relationships with on the platform and that have good followings. Look for people in this realm that are currently active on LinkedIn and possibly shoot them a message about your post if they truly may enjoy it. Don't get annoying here. Understand the law of reciprocation. If you have done similar things for them of late then generally speaking, they will be more than happy to engage with your content early and often.

GENERATE BUZZ WITH POLARITY

Ever notice how the posts that create a little controversy or that go against social norms tend to take off? This is because they generate conversation. Comments rule the day on LinkedIn. In fact, a comment is worth 2x a "like" in value to the LinkedIn algorithm. If you really want to boost the algorithm, post with the goal of it being "share worthy." A share is worth 3x the value and will assure the post gets exposure to new audiences given the fact that the "sharer" likely doesn't have the exact same connections.

FOLLOWERS: **4,707** *
AVERAGE LIKES + COMMENTS: **80**
ENGAGEMENT RATE: **16.6%**

*As measured on 3/21/2020

Joshua W. Desha

Create a SALES FIRE. Looking for Partners who want to make BIG $ and create MAJOR additional revenue streams!

Connect with Joshua on LinkedIn: linkedin.com/in/joshuawdesha/

CONSISTENCY AND VOLUME OF POSTING IS KEY

Too many in sales join Linkedin and expect it to deliver immediate results. Linkedin, just like most great opportunities, does not result in immediate success. When I decided to go "all in" on Linkedin, at the beginning of 2019, I decided I would give it the ENTIRE year to become something great. I made it a point to post 2 to 3 times DAILY. Using Linkedin is no different than prospecting in real life in that regard. You would never send out 3 pieces of mail, or make 3 phone calls and expect amazing results. You can't do that on Linkedin either. Be consistent, post often.

IF YOU AREN'T MAKING VIDEOS YOU AREN'T CREATING THE TRUST NEEDED TO SUCCEED

The real magic on Linkedin happens when you turn on the camera. Making a video is the next best thing to shaking someone's hand in real life. Potential customers and clients can look into your eyes, see your mannerisms, look at your body language, see sarcasm, and read unspoken/non-verbal ques...just as they would if you were face to face. Every time a potential customers sees you in a video, they get to know you better. This means that, when you eventually do reach out to them for a potential meeting, they KNOW who you are and it is NOT a cold call. Video is vital. A very select few can get away with only written posts...MOST can't. Make videos.

YOU MUST MASTER THE ART OF "SALES WITHOUT SELLING"

Linkedin's algorithm detests a post that includes a sales pitch. The minute you put into your post or video a "call to action" the algorithm throws your post into the abyss and your reach hits the bottom of the barrel. You must master the art of storytelling, of drawing people in to what it is you are discussing, building trust, and finally getting people to want to know more without actually selling anything in your post. It ain't easy...but it's worth it when you figure out how to do it.

FOLLOWERS: **22,376** *
AVERAGE LIKES + COMMENTS: **320**
ENGAGEMENT RATE: **14.3%**

*As measured on 3/21/2020

Kate Hore-Lacy

Helping Conscious Entrepreneurs Create Wealth and Impact through Feel Good Sales Strategies that Work!

Connect with Kate on LinkedIn: linkedin.com/in/kate-hore-lacy/

CREATE A PROFILE THAT'S MAGNETIC TO YOUR IDEAL CLIENTS!

Make sure you have a professional profile pic that is a good representation of you. A welcoming smile helps by welcoming prospects in. Best not to choose a pic that looks like you might be a mugger or hit man.
Your most valuable real estate is the headline section (which appears right under your name). Outline who you help, the pain you solve, the transformation you help them receive and the outcomes you help them get. If people are looking for "that" benefit or help with that specific pain - your profile will stop them in their tracks!

WHEN YOU CONNECT WITH AN IDEAL CLIENT

When a new connection appears to be an ideal client, send them a short audio or video message thanking them for connecting. Make it personal and use their name - this will help you stand out - and will build the know, like and trust factor from the get go.
DO NOT SELL anything at this stage. Sales offers, especially if they are the length of "War and Peace", are a definite turn off and will stop budding business relationships in their tracks.
Over the coming weeks begin a conversation with an aim to add value and build trust.

IF YOU'D LIKE TO BECOME A LEADER ON LINKEDIN - AND SELL MORE

Create content my friends!! Linkedin's organic reach is GOLD right now. Less than 2% of members post regularly. You can ask a question, create a quick written post or upload a video. Make it short and to the point (Linkedin loves this) - and ALWAYS keep your ideal clients in mind. Post something that will help them with a problem they are facing today - or inspire them with a tip that will help them reach their goals sooner.
Video's in particular are SO good - because they get your face in front of people - and they'll start feeling like they know you - and people LOVE doing business with people they know!
Post 3-5 times a week - and you'll enjoy an organic reach that most Facebook and Instagramers can only DREAM about.

FOLLOWERS: **16,305** *
AVERAGE LIKES + COMMENTS: **230**
ENGAGEMENT RATE: **14.2%**

*As measured on 3/21/2020

Scott Barker

Sales Hacker | Evangelist | Podcast Host | Consultant | Advisor

Connect with Scott on LinkedIn: linkedin.com/in/ssbarker/

"THE LISTENER"

Spend 2-3 weeks listening to what people in your network are talking about, the language they use and what they are responding to. Leave a few thoughtful comments here and there so people know you exist.

"THE AGGREGATOR"

Spend 3-4 weeks consuming articles that you think your audience will find valuable and share two or three each week. Don't worry about the stupid algorithm that doesn't like "links", very few people will be following at this point anyway. It's about getting in the habit of posting a few times a week and digesting material.

"THE SYNTHESIZER"

spend the next 4-5 weeks consuming articles but now instead of posting them, try to synthesize your learnings from them, something like "your top 3 takeaways". Of course give credit where credit is due and link out to the full article in the comments. Try to do this at least 3 times a week, pose a question at the end to start a conversation and you should see you view count go up dramatically at this stage.

"THE CREATOR"

You will now have a little bit of an audience so it's time to start creating your own original content. Since you've spent the last few months consuming different materials, you should have some ideas. Remember your input will often match your output so keep up the pace of content consumption (look for inspiration outside of business too!). Write about your thoughts on your industry, your profession, business as a whole, personal views on life and most importantly, topics that you are authentically passionate about. Your goal should always be to help others and spark healthy conversation. Authenticity and passion will be your two secret weapons on LinkedIn."

FOLLOWERS: **17,753** *
AVERAGE LIKES + COMMENTS: **240**
ENGAGEMENT RATE: **13.7%**

*As measured on 3/21/2020

Scott Ingram

Account Director at Relationship One.
Host of the Daily Sales Tips, Sales Success Stories and Inspired Marketing podcasts

Connect with Scott on LinkedIn: linkedin.com/in/scottingram/

INVEST IN A PROFESSIONAL HEADSHOT

We all know that a picture is worth a thousand words, but your profile photo is worth even more. Your photo and your name show up nearly every single place that you do on LinkedIn. Comments, notifications, people you may know, and the list goes on. What do you want that image to say about you? Do yourself a favor and invest in a professional headshot. It will serve you well on LinkedIn and way beyond, especially as your personal brand and visibility grow.

DEFINE WHO YOU WANT IN YOUR NETWORK AND IN YOUR AUDIENCE

Having lots of irrelevant connections on LinkedIn is pointless. Instead get as specific as you can about who your target audience is. For those us in sales, that's probably the people who are most likely to be a great fit for what you're selling. What are their titles? Who do they work for? Work to connect with and build relationships with this group that you've clearly defined. Mine is a little broad. I want to be connected with B2B sales professionals who are always looking for an edge and want to grow in the profession.

CONNECT AND ENGAGE WITH THOSE WHO ARE ENGAGING

If you haven't already figured it out yet, I believe engagement is one of the most important metrics on LinkedIn. In order to increase my own levels of engagement I proactively connect with those who are engaging with quality sales content. I look for those who are commenting intelligently and who like posts that I strongly agree with. It's an even more targeted connection approach.

FOLLOWERS: **11,597** *
AVERAGE LIKES + COMMENTS: **140**
ENGAGEMENT RATE: **11.7%**

*As measured on 3/21/2020

James Carbary

We Produce Podcasts for B2B Brands
Author of Content-Based Networking | Co-Host of B2B Growth

Connect with James on LinkedIn: linkedin.com/in/jamescarbary/

PROFILE HEADLINE

Change your profile's headline to a crystal clear sentence about who you help and how you help them. Your LinkedIn headline is incredibly valuable real estate because it shows up just about everywhere that your name appears across the platform (comments, connection requests, connection suggestions, etc). I see a lot of people use this space to list their job title and company name, but I think you can be much more strategic with that space. For example, my headline is "We Produce Podcasts for B2B Brands" instead of "Founder of Sweet Fish Media". One of our customers recently told me that he discovered our business specifically because of my LinkedIn headline. I took a sales call last week because I saw a LinkedIn headline that spoke directly to a pain I was trying to solve.

LEAVE COMMENTS

Block time on your calendar, at least once a week, to leave thoughtful comments on other people's content. Scroll through your feed or search specific hashtags that you're interested in and jump into the conversation. You'd be shocked at how much visibility this will give to your profile.

ASK EASY QUESTIONS

Asking "easy to answer" questions is a fantastic way to create content on LinkedIn. A one or two sentence status update that simply asks your network to share their favorite books, podcasts, or technology is almost guaranteed to get great engagement. Keep in mind that if you ask a question that requires too much thought, people will scroll right past your update and not engage with it. Make sure you reply to every single comment that someone leaves on your post. By replying to every comment, it tells the LinkedIn algorithm that the post is getting engagement...and the platform will start putting the post into more and more newsfeeds.

FOLLOWERS: **18,245** *
AVERAGE LIKES + COMMENTS: **190**
ENGAGEMENT RATE: **10.3%**

*As measured on 3/21/2020

Scott Douglas Clary

SVP Marketing & Sales | Forbes Council & Revenue Collective | Host of The Sales vs. Marketing Podcast
Speaker & Writer (Forbes, Hackernoon, The Startup, Entrepreneur, WSJ) | 80k+

Connect with Scott LinkedIn: linkedin.com/in/sdouglasclary/

BUILD OUT YOUR BRAND

You need to understand what your professional ***LinkedIn Brand*** is. You'll use this to drive all interactions and content that you will eventually create and publish on the platform. By understanding your brand, you're understanding who you're going to be speaking to which will help you understand what content to create to meaningfully communicate with your LinkedIn audience. Your brand should ultimately be focused on providing value to a target audience segment on LinkedIn. Your brand is who you are, so own it... and build out a persona based on who you are right now and what you know and love best.

MASTER CONTENT CREATION

Once you have decided on what your ***LinkedIn Brand*** will be. You must now master content creation. Your content creation strategy should you allow you to post relevant content tied into your brand and your target audience at least 1x per day. Use Gary V's content posting strategy to create and schedule content en masse. Learn the tools and tech that allow you to create, edit and post with as minimal effort as possible. If you master the strategy, learn the tools and create content focused on what you love, content posting no longer becomes an inhibitor, but a strategic tool for unlocking the power of LinkedIn.

IF EVERYBODY LIKES YOU, YOU'RE DOING SOMETHING WRONG

You need to have an opinion. You can obviously engage in healthy debate but know that it is OK to have an opinion on matters that may be slightly polarizing in your community. I'm in sales and I have many opinions on how to grow sales teams, speak to customers, scale orgs etc. that may or may not be in line with what ALL my peers think, but they are in line with my tribe. Do not put out such vanilla content that you invoke no emotion, cause no debate and essentially become forgettable. The more you can disrupt through; natural language, strong opinions or compelling stories the more engagement, (likes,comments etc.) you'll get which will ultimately lead to you gaining a following of peers who agree and align with what you do. You wouldn't accept a job in a company who's culture doesn't align with you so don't build out a professional persona online that isn't authentic and dilutes your strongest assets... your insights and opinions.

FOLLOWERS: **79,872** *
AVERAGE LIKES + COMMENTS: **800**
ENGAGEMENT RATE: **10.0%**

*As measured on 3/21/2020

Blissful PROSPECTING

Jason Bay

I help B2B sales teams accelerate their outbound sales | Follow #dailyprospectingtips for outbound tips

Connect with Jason LinkedIn: linkedin.com/in/jasondbay/

MAKE A HABIT OF CONNECTING WITH YOUR PROSPECTS

The best way to start conversations with new prospects is by becoming less of a surprise to them when you go to make a cold call or send a cold email.
Make a habit of sending connection requests to 25 prospects per day. Turn your LinkedIn newsfeed into a curated stream of everything going on in your prospect's world.

EXPERIMENT WITH DAILY POSTING

As salespeople, our goal is for prospects to view us as a resource. Demonstrating our expertise is a great way to do that. I ran a daily posting experiment and compared it to the previous six weeks where I posted only twice per week. The results were:

- 128,934 views vs. 76,222
- 19 sales calls vs. 10
- More on this experiment here

The exposure was 69% higher, and the number of sales calls generated was 90% higher. Commit to six weeks of posting every weekday by doing the following: Start by creating big core topics (e.g. cold calling, cold emailing, etc.). Then break into the individual components of those big core topics (e.g. cold email subject lines, the opening line of a cold call, etc.). When you create those posts, look at the feedback you get. What do people like or have questions about? Make those your follow up posts.

IF EVERYBODY LIKES YOU, YOU'RE DOING SOMETHING WRONG

This is the NUMBER ONE biggest opportunity for you right now on LinkedIn. We can see if prospects are showing signs of interest before they come to us about our solutions. But if we wait, we may never talk to them. Start by keeping track of prospects that fit your ideal client profile who do the following:

Visit your profile. Direct message you. Engage with your content.

Then use a tool like Apollo.io to find their email address and direct phone number. Give them a call saying..."Hey [first name], this is [your name] with [your company]...PAUSE (wait to see if they recognize your name) You sent over a message to me on LinkedIn about [reference their message]. I'm calling to [share an idea, see if you need help, to learn more about...etc.]. I know I caught you in the middle of your day here, do you have a few minutes?"

FOLLOWERS: **15,701** *
AVERAGE LIKES + COMMENTS: **150**
ENGAGEMENT RATE: **9.7%**

*As measured on 3/21/2020

Morgan J Ingram

Empowering Sales Reps To Become Prospecting Rockstars @JBSales | Host of #TheSDRChronicles | 2x LinkedIn Top Sales Voice

Connect with Morgan LinkedIn: linkedin.com/in/morganjingram/

LINKEDIN SALES NAVIGATOR TIP

LinkedIn Sales Navigator is a very powerful tool! When you go to search your leads and finalize your search. You will be sent to a page where you can see the leads and tabs above those leads. When you go to the tabs scroll to the right to get to the "leads that follow your company page" in LinkedIn Sales Navigator, so you can make a list of prospects that you can go after.

Once you make that list, then send them a personalized note that says something like this "Hi ___, I see that you follow our company JB Sales Training on LinkedIn and it would be great to connect with you. What piece of our content has impacted you the most so far?"

This will open up a conversation with your future client and it will lead to scheduled meetings.

DO A VIDEO FOR YOUR 1ST DEGREE CONNECTIONS

Most people are not utilizing the video feature on LinkedIn. When you connect with someone on LinkedIn and become a 1st degree connection. Your next step should be to send them a video so you can create a human to human connection with your network. This will help you create long term relationships and build up your pipeline in the long term.

The key to the video is to make sure it is less than 90 seconds. If it is longer you will lose people's attention.

FOLLOWERS: **40,525** *
AVERAGE LIKES + COMMENTS: **390**
ENGAGEMENT RATE: **9.7%**

*As measured on 3/21/2020

Amy Volas

Founder • CEO • Speaker: I help startups hire the right sales leaders while taking the cringe out of the process

Connect with Amy LinkedIn: linkedin.com/in/amyvolas/

YOU REAP WHAT YOU SOW

Nothing turns me off more than accepting a connection request to be immediately pitched with garbage that has nothing to do with me or my business.

For the record, when this happens, I immediately remove the connection. If you're using automation and this is the cadence you've set up, stop it, immediately. You're hurting more than helping yourself and while there may be someone that responds, think about all of the others you're alienating in the process.

Use the Golden Rule when you approach someone and if it feels icky to you, just think how they'll respond. To do LI well for the long haul, you need to embrace a quality-driven, long-game mindset.

BRAND, BRAND, BABY!

Because 81% of buyers are more likely to engage with a strong, professional brand (LinkedIn data), what you put out matters... always.

With so many of your buyers on LinkedIn, the foolproof way to get your prospects to meaningfully take notice is to be known as a person with a fresh perspective, original point of view, and something to say that is valuable because it helps them get better, solve a problem, or achieve a goal.

I do this by giving more than I take and walking my talk. It's important to showcase that you're not full of self-serving hot air. I only speak to the topics I know about firsthand, am learning about, or want to learn about vs trying to game the system to put out some ridiculous controversial statement for the sake of 'going viral' but at the expense of turning my buyers off.

PRIORITIZE THOUGHTFULNESS!

Yes, this takes time, but I've never regretted it, not once. I'm a busy Founder and CEO and I respond to every message (unless it's icky spam), posting I initiate, email, comment, etc. If I don't have time to respond, what kind of message does that send?

When it comes to postings that I chime in on, I make sure I have something to say. Simply typing 'great posting' doesn't really do much for anyone involved and I'll just stick to the like button. I like to use my voice to connect the dots, be helpful, or look at a topic from a different point of view to have a real conversation. Even if I'm disagreeing, I try to back it up to have a healthy conversation. My guiding force is to never be a self-promotional bobble-head or troll.

FOLLOWERS: **19,630** *
AVERAGE LIKES + COMMENTS: **190**
ENGAGEMENT RATE: **9.4%**

*As measured on 3/21/2020

Martin MacArthur

The Outbound Sales Guy

Connect with Martin on LinkedIn: linkedin.com/in/the-outbound-sales-guy/

OPTIMIZE YOUR HEADLINE

Have a headline that creates curiosity for your prospects or anyone who might be looking for your profile. There are over 6.5 million users on LinkedIn and there are a lot of similar headlines.How will you stand out in a crowded space? If you create a headline that causes curiosity then include the headline in your LinkedIn Profile URL.

ENGAGE

Jump into conversations and engage with your network. When I engage with my network or even non-connections it opens a dialogue and provides a channel of potential ideas for your own content to create and distribute.

WRITE PERSONAL CONTENT

When you are thinking of original content to share there are a few things I like to do. Personally, written content is the style that works best for me, so figure out if you are a video person or written person. I am a vulnerable person so I am not afraid to post about my personal journey since starting that I have noticed an increase in engagement. I try to ask a question in my post and make my content engaging for the reader to either comment or message me directly.

FOLLOWERS: **4,613** *
AVERAGE LIKES + COMMENTS PER POST: **40**
ENGAGEMENT RATE: **8.5%**

*As measured on 3/21/2020

Belinda Aramide

I help you turn LinkedIn connections into clients | Sales Coach | Wisdom Whisperer

Connect with Belinda on LinkedIn: linkedin.com/in/belindaaramide/

YOUR PROFILE IS YOUR LANDING PAGE - MAKE IT INTERESTING!

Get your profile in order. Your prospects don't care that you made President's Club 3 years in a row - they want to learn more about who you serve, how you serve them and what makes YOU interesting. Your profile should reflect the essence of your company and your personality.

CREATE CONTENT REGULARLY IF YOU WANT TO STAND OUT

Content is what allows you to SHOW expertise instead of just telling them. The way people buy is different today so content allows you to warm up your prospects without ever having to pick up the phone.
Where can you start? Think about the problems your clients are facing - share an insight that they can immediately digest and implement in their day-to-day activity that's going to have a small, but positive impact on how they do things within their business. Share something that gets them thinking differently about the status quo. Share insights that they don't have the time to regularly source on their own.

VOICE NOTES ARE A GAME-CHANGER ON LINKEDIN

When you connect with an ideal prospect, take a moment to welcome them into your network, mention a thing or two about who you are and what you do and then ask them something about the work that they do in order to help keep the conversation going. For example, if they're recently joined their company, I like to congratulate them and wish them luck and ask how the transition is going. If they've been there for a while, I like to congratulate them on how long they've been with the company and service excellence. It's something small but it helps you show that you're human and above all else... show that you're paying attention. Details matter and go a long way in a world filled with people trying to take shortcuts with automation.

FOLLOWERS: **11,162** *
AVERAGE LIKES + COMMENTS PER POST: **90**
ENGAGEMENT RATE: **8.5%**

*As measured on 3/21/2020

Lori Richardson

Revenue geek; love data & "craft-personship" = Sales = Admirable profession.
Women in Sales Speaker, author "She Sells"

Connect with Lori on LinkedIn: linkedin.com/in/scoremoresales/

SHARE YOUR VOICE!

Since I'm on a mission for more women in sales and sales leadership in male majority sales teams, this tip is geared toward women in sales. Find your voice! Choose a lane. Base it on what your day-to-day is. If you are an SDR, BDR, AE, or newer sales manager – share your journey. There are tens of thousands of others in your role. If you have found success in some aspect of what you do, sharing that doesn't mean that everyone needs to do what you are doing, or that you are an "expert" - but they can try it. Start by commenting on others' posts – not just liking. Soon you will develop your own style or interests you can share in your own posts.

USE YOUR WORDS TO BUILD YOUR BRAND

Take a deep dive into the words you've chosen on your LinkedIn profile. The "headline" under your name is very important – it goes with you when you post a comment or pop up in other ways. Make sure your contact information is easy to find and access if you are in a sales role. Instead of your LinkedIn looking like a resume, it should demonstrate how you have served others – from one company to another.

WHAT I'M DOING EVERYDAY

Even in tough times, I'm working to find positive things to post and share. Mindset is crucial for success in any business, and especially in the profession of B2B sales. Think long term – if someone takes a look at your combined articles and posts – what does it reflect? You can be you – and still focus on positivity or helpfulness or tactical skills.

FOLLOWERS: **18,846** *
AVERAGE LIKES + COMMENTS PER POST: **120**
ENGAGEMENT RATE: **6.4%**

*As measured on 3/21/2020

Tabitha Cavanagh

I facilitate UNLIKELY connections & give leaders their TIME back
#PeopleOverEverything | Colon Cancer Survivor | Ezra 10:4

Connect with Tabitha on LinkedIn: linkedin.com/in/tabtherecruiter/

BOOLEAN SEARCH LOGIC

Stop! Wait a minute... Fill my cup, put some Boolean in it.
Boolean Searches aren't just for recruiters. YOU, too, can use a Boolean search string to find new opportunities or content that matters to you!
At the simplest level, Boolean logic is a specific type of search that allows recruiters to combine keywords with operators (or modifiers) such as AND, NOT and OR to produce more relevant results.
Use applicable keywords that will help you identify opportunities and/or topics.
For example - In the LinkedIn Search bar - you might type in the following keywords: "B2B" AND "Sales" AND ("VP" OR "Vice President"). Hit enter and then click on "Jobs". Poof! It's like magic!
Now you have a list of companies and positions looking for someone with your interests & skill set!!

HASHTAGS

A few years ago, I created #TabTheRecruiter to be able to quickly locate my content. It has since evolved and now my hashtag is a big part of my personal branding!
Hashtags are an effective way to discover great content, build your brand, increase engagement, boost a campaign and find your audience!
Think of your hashtag as an extension of you. They even "work for you" while you're sleeping!
Smart professionals are using hashtags to ensure they show up where their audience is showing up & to curate a LinkedIn feed that makes sense for them!

VOICE MEMOS

If we're being honest, most people are sending straight pitches immediately following a connection. Annddddd that is only creating more frustrated professionals. My "secret sauce" is all about going a step further using the VOICE MEMO feature (mobile only). At first, many thought voice messages would be a gateway for MORE SPAM. Oddly enough, I still hear many people say they weren't aware of this feature even though it has been around since 2018. Being the first to send someone a voice memo does a few things; it makes you memorable and now you've added immediate value by introducing them to something new. The responses I get are overwhelmingly positive. In a sea of sameness, it pays to find a different path.

BONUS TIP – EXTENDING YOUR HEADLINE

LinkedIn's desktop version only allows 120 characters. LinkedIn's mobile app, on the other hand, gives you extra space for a longer headline! It's not unlimited, but it does allow up to about 200 characters or so.

FOLLOWERS: **27,324** *
AVERAGE LIKES + COMMENTS: **160**
ENGAGEMENT RATE: **6.0%**

*As measured on 3/21/2020

Sahil Mansuri

CEO at Bravado

Connect with Sahil on LinkedIn: linkedin.com/in/sahilmansuri/

MASTER THE ALGORITHM. OTHERWISE, YOU'RE WASTING YOUR TIME.

LinkedIn has just started building out its algorithm for content discovery. This is a massive advantage for beginners, because it is still possible to jumpstart your brand via a few simple tricks. Here's 3 to get you started:

1. **Text Rules:** LinkedIn heavily prioritizes text-based posts. Do not post videos, photos, articles, links, etc. Author text-based posts or risk having your content deprioritized.
2. **#Hashtags Matter:** We've all seen folks covering their posts with #hashtags. Do you know why? Because they work. Find ones that are popular (you can search for #hashtags) like #sales, #leadership, #marketing, etc. and you'll gain reach.
3. **Timing Matters:** Most people are on LinkedIn in the morning. Publish content as soon as you wake up, and you'll see a boost to your reach.

SHARE INSIDER STORIES ON TRENDING TOPICS

The most interesting content on LinkedIn comes when you share personal anecdotes on topics that are affecting many. As of today, two major topics that are trending: remote work (thanks to coronavirus) and concerns around the economy. Many of you have had to work remotely or have experiences with virtual work. Share your personal stories! Share what is happening internally at your company to deal with these challenges. People love to see real-world examples versus "what if" situations.

Referenceable LNKD Posts

- Coronavirus Update from BravadoHQ
- LinkedIn Minds: I need your help! Do you work for a company that is fully remote??

VULNERABILITY SELLS

Transparency and authenticity are rare on social media, where most posts start and end with how awesome you are. Break the self-promotional stereotype to drive meaningful engagement and build an authentic brand. Posts where I admit I've made mistakes, and what I'm trying to do better, work significantly better than ones where I gloat about how amazing I am (What a shock). Being excited and passionate about something is fine too! Vulnerability and authenticity matter deeply. Act accordingly.

Referenceable LNKD Posts

- Recently, I posted about the #coronavirus and how it wasn't a big deal. I got that one wrong. And I'm sorry.
- Grandma: Why are you working over break?

FOLLOWERS: **15,483** *
AVERAGE LIKES + COMMENTS: **90**
ENGAGEMENT RATE: **5.9%**

*As measured on 3/21/2020

Jake Dunlap

Shaping the Future of Modern Sales and Marketing

Connect with Jake on LinkedIn: linkedin.com/in/jakedunlap/

TREAT EACH POST LIKE A DATA POINT

Treat each post that you do early on like a data point. Don't worry about if it does well. Just take a look at the results. What did I do here? What didn't I do here that worked or didn't? We have a product at Skaled that can track all of this for you, but even if you don't have that, just take a quick look at what's working, what's not working and treat it all like a data point...not an ego point.
I've had posts every once in a while that get 10 likes. Most of my other posts get hundreds and I'm like: “Okay, cool. What did I do here? Why was it bad?”

SWITCH UP YOUR STYLE/DON'T PANDER TO THE ALGORITHM

LinkedIn over-indexes on text posts. That’s awesome, right? Because that's often more comfortable for many of us. But don't pander to the algorithm. People want to get to know you. I know when I produce a video that it's going to get less interaction. But you want people to get a sense of who you are, so don't worry about it. If your videos get less engagement, if your pictures gets less...So what? Just start to produce and think about mixing up your content.

CONNECT WITH YOUR TARGET BUYERS PROACTIVELY

Make sure that you're trying to connect proactively with 40, 50, even 100 potential buyers every day.
Even if you're in big-enterprise, there are all these different people that are involved in the purchasing. Gartner put out a study saying that even at a company that has just a hundred employees are likely to have 5 to 7 people involved in the decision-making process. When you're connecting on LinkedIn, connect with all 7 people involved in your deal. They’re now likely to have seen your content, and when you show up to the meeting they’ll already know who you are..
Make sure you've got the right audience seeing the content you put out.

FOLLOWERS: **34,406** *
AVERAGE LIKES + COMMENTS: **190**
ENGAGEMENT RATE: **5.6%**

*As measured on 3/21/2020

Scott Leese

6x Startup Sales Leader, 3x Top 25 AA-ISP Inside Sales Leader, 2x Founder, 1x Author, Strategic Advisor to many

Connect with Scott on LinkedIn: linkedin.com/in/scottleese/

BE MODERATELY CONTROVERSIAL AND OUTSPOKEN

You can stand out by speaking about things most people are too scared to talk about. Your goal is to create dialogue and conversation and get people thinking, along with leading by taking calculated risks.

DON'T BE SOMETHING YOU'RE NOT

Don't be something you're not. Don't give advice on building a sales org if you have never built one yourself. Don't tell people how successful you are if you are not in fact successful [in a monetary sense]. People can figure out quickly who is posturing versus who is real. So always be real and speak on things you are well versed in.

CONNECT WITH EVERYONE

Connect with everyone. The size of your network matters more than people let on. Once your network is max'd out at 30k connections, then you can start the effort of pruning the list and strengthening the power of it. But if you have a powerful and vast network, your messages are amplified and can become a direct and very lucrative inbound channel for your business. No point spending hours on content that nobody is going to read. Growing your network has moved from cool to compulsory in order to thrive in the modern selling world.

FOLLOWERS: **44,115** *
AVERAGE LIKES + COMMENTS: **240**
ENGAGEMENT RATE: **5.5%**

*As measured on 3/21/2020

Liz J. Simpson

Helping B2B Professional Service Firms Leverage LinkedIn To Win More Business
LinkedIn Top Sales Influencer | Trainer | Speaker | Social Selling | LinkedIn Marketing

Connect with Liz on LinkedIn: linkedin.com/in/lizjsimpson/

ALIGN WITH THE MODERN BUYER'S JOURNEY

Optimize your profile so that it is buyer-centric as opposed to reading like a resume. Your LinkedIn profile should be aligned with your buyer's journey and supply the "know, like and trust" as well as the tangible assets your prospect needs to consider you as a solution-provider.
Almost 60% of the buying process is done digitally before your prospects ever reach out for help... and Harvard Business Review cites that firms who make buying as easy as possible are 62% likelier to capture the business from their competitors.
Strategy comes first. Identify who it is you're looking to influence, the triggering events that bring awareness to the problem you solve and your prospect's decision-making process. Then optimize your LinkedIn profile to speak directly to those prospects, giving them exactly what they need to make an easy buying decision.

PROACTIVELY CREATE OPPORTUNITIES

If you truly want to move the needle, stop waiting for opportunities to fall in your lap. Be intentional and create them!
Identify the prospects with whom you want to build or deepen a relationship. Then, design a cadence to ensure that you're giving those accounts the number of value-rich touches necessary to maintain proximity and convert into revenue. We know that most sales professionals fail in the process of consistent follow-up.
Tag those prospects in SalesNavigator so that you're consistently getting updates on their activity. Engage with their content. Record a video just for them sharing rich insights and send it via inmail.
Sales happens off LinkedIn. Earn the right to convert online connections into offline meetings.

THE YOU IN USP

"Being different is better than being better." - Sally Hogshead
I've found that building my authentic personal brand on LinkedIn and producing content has been the difference-maker. While it sounds simple, it's the thing that challenges me the most. My corporate sales career evolved around fitting in and mirroring my buyers. I obsessed with being likeable and the status quo.
Building a personal brand often means breaking the rules and unlearning what used to define "professionalism". I explain things the way they make the most sense to me, not in corporate jargon. I have unleashed more of my creativity.
By being my true self and bringing the totality of who I am to business, I risk polarity. However, sales convert easier and my career is more fulfilling than ever!

FOLLOWERS: **3,576** *
AVERAGE LIKES + COMMENTS: **20**
ENGAGEMENT RATE: **5.5%**

*As measured on 2/27/2020

108 TIPS FROM 36 LinkedIn® SALES STARS

RESOURCES

The biggest resource in this book are the people whose tips you've just read. Follow them, connect with them, and watch what they're doing.

- A huge thanks goes to my graphic designers Alex and Xenia Tomsha. They did all of the design work on this project and if you need help with a new header or an image for an article or blog post, feel free to email Alex at **mrtomsha@gmail.com**

- SHIELD (**shieldapp.ai**) is a tool that you can use to get even more granular and really measure the the growth of your network and the impact of your posts. Check it out. Use the code "**SalesStars**" for 50% off your first 2 months on a monthly plan or 50% off your first year on an annual plan. Only applies to new single user signups.

- Courtney Johnson and Jake Dunlap at Skaled offer Digital Presence consulting services. You can learn more at **https://skaled.com/digitalpresence**

- Justin Welsh has a complete LinkedIn Playbook course (**https://www.thelinkedinplaybook.com/**). Use the code "**SALESSTARS**" to get 25% off of the course.

- Liz J. Simpson offers a LinkedIn Profile Optimization course (**http://stimulyst.com/course**). Use the code "SALESSTARS" for 30% off.

GET THE COMPLETE EBOOK

If you've found value in this free PDF, please consider writing a post about it on LinkedIn and sharing it with your friends in sales.

There's even more value available in the complete eBook version that contains all of these tips in addition to a ton of bonus content.

Get it today on Amazon: top1.fm/LinkedInBook

In addition to all of the tips, the eBook also includes these articles:

- **Kyle Coleman** - My LinkedIn Why
- **Josh Roth** - Are You Soliciting or Are You Selling?
- **Collin Cadmus** - How I got 25K followers in 10 months
- **Amy Quick** - Persistence Pays
- **Dale Dupree** - From 750 to 30,000+
- **Chris von Huene** - Why LinkedIn?
- **Marcus Chan** - 7 Simple Strategies: Using LinkedIn To Get More Leads and Close More Deals Like a Bad @$$ Sales Pro
- **Cory Rich** - Building Your Personal Brand
- **Justin Welsh** - A Guide to LinkedIn Personal Branding in 2020
- **James Carbary** - How to Get Thousands of Views on Your LinkedIn Content
- **Amy Volas** - LinkedIn Lead Generation: How I Generate Quality Leads on LinkedIn For Free
- **Lori Richardson** - How I Found my Voice on LinkedIn – and How You Can Too
- **Liz J. Simpson** - 7 Steps to a Better LinkedIn Profile